

## CLAIMS

1. A method for enhancing user satisfaction with an automated interactive computer system comprising the steps of:

- 5 interactively ascertaining user language usage preferences;  
creating a user profile in response to said ascertaining step;  
applying said user profile to modify information from said computer system; and  
presenting information so modified to said user.

- 10 2. The method of claim 1 wherein:  
said interactive computer system comprises a Web browser and at least a Web site; and  
said ascertaining step includes presenting text passages in different styles and prompting  
said user to chose a text passage indicative of user preferred language usage.

- 15 3. The method of claim 1 wherein:  
said interactive computer system is a telephonic response system including voice  
recognition and generation functions; and  
said ascertaining step additionally includes iteratively querying said user to determine  
preferred voice qualities.

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4. Apparatus for improving user satisfaction with an automated computer system  
comprising:  
means for prompting a user to indicate language usage pattern preferences;  
means for analyzing user indicated preferences;  
25 means for creating a user profile;  
means for storing results of said analyzing step in said user profile; and  
means for modifying subsequent presentations to said user to reflect said stored user  
indicated language usage pattern preferences.

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5. The apparatus of claim 4 wherein:  
said automated computer system comprises a Web browser with access to at least a Web site.

5 6. The apparatus of claim 5 wherein said prompting means includes:  
means for presenting to said user a plurality of passages, each utilizing a different personal pronoun.

7. The apparatus of claim 6 wherein:  
10 said means for storing includes means for saving user pronoun choice; and  
said means for modifying includes means for assuring subject and verb agreement.

8. The apparatus of claim 4 wherein:  
said automated computer system comprises an automated telephonic response system  
15 including means for voice recognition and generation.

9. The apparatus of claim 8 wherein said means for prompting comprises:  
means for iteratively querying said user to answer predefined questions; and  
means for ascertaining user preferences for generated voice qualities.

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10. A computer program product having computer readable code for improving user satisfaction with computer driven automated interactive systems, comprising:  
means for prompting a user to indicate language usage pattern preferences;  
means for analyzing user indicated preferences;  
25 means, responsive to said means for analyzing, for creating a user profile;  
means for storing results of said analyzing step in said user profile; and  
means for modifying subsequent presentations to said user to reflect said stored user indicated language usage pattern preferences.

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11. The computer program product of claim 10 wherein:  
said automated computer system comprises an automated telephonic response system  
including means for voice recognition and generation.

5 12. The computer program product of claim 11 wherein said means for prompting comprises:  
means for iteratively querying said user to answer predefined questions; and  
means for ascertaining user preferences for generated voice qualities.

13. The computer program product of claim 10 wherein:  
10 said automated computer system comprises a Web browser with access to at least a Web  
site.

14. The computer program product of claim 11 wherein said prompting means includes:  
means for presenting to said user a plurality of passages, each utilizing a different  
15 personal pronoun combination.

15. The computer program product of claim 14 wherein:  
said means for storing includes means for saving user pronoun combination choice; and  
said means for modifying includes means for assuring subject and verb agreement.